

GENERAL DYNAMICS

Information Technology

Success Through Teaming: Marketing to Primes

AbilityOne Networking Event, Chicago, IL

Ludmilla Parnell

Director, Business Development, Small Business Partnerships

July 10, 2012

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{ **STRONG IT** }

Delivering the
Strength of
Information Technology
and Professional Services

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Overview: General Dynamics at a Glance

Information
Technology



Aerospace

Combat
Systems

Marine
Systems

- **\$32 billion in annual revenue**
- **95,000 employees worldwide**
- **Leading market positions in:**
 - Mission-critical information systems and technologies
 - Land and expeditionary combat systems, armaments and munitions
 - Shipbuilding and marine systems
 - Aviation (Gulfstream)

General Dynamics Information Technology: Core Capabilities

Delivering the strength of IT and professional services

- ☐ **Information Technology and Communications**
 - Trusted solutions and services to meet IT requirements for missions and enterprises
- ☐ **Network Systems Integration**
 - Advanced network systems integration solutions driven by in-depth mission and enterprise experience
- ☐ **Professional and Technical Services**
 - Comprehensive range of professional and technical services to meet critical planning, staffing, management, technology and operational needs
- ☐ **Simulation and Training**
 - Leading-edge simulation, training, IT and systems integration solutions that help transform training and deliver operational readiness



A Good Small Business Partner: Considerations

- Core capabilities and past performance
- Price
- Personnel experience
- Resource availability and HR stability
- Locations
- Financial solvency/risk/strength
- Reputation
- Organizational conflict of interest (OCI)
- Dependable, a team player, and responsive
- Easy to work with on projects
- Follow-through and follow-up!



Understand Your Market Focus

- **What are your strengths and core capabilities?**
- **What types of past performance do you have?**
- **Where is your current work today?**
- **What areas do you want to grow in?**
- **Is the market growth there to support it?**



Capture Planning: Develop Specific Opportunities

- **Develop a contact plan**
 - **What** issues for discussion
 - **Where** is the information
 - **When** should we get the information
 - **Why** talk with specific people
- **Make contacts**
 - **Listen** to prospective customers
 - Develop a **trust** relationship with customer
- **Gather information**
 - Incumbent **strengths** and **weaknesses**
 - Grow trusted **relationship** with the customer
 - Customer **priorities**
 - **Funding** sources
- **Plan**
 - When to show how you will solve a customer's problem
 - Strategic and contingency hires
- **Gather other data**
 - **Competitor** analysis
 - **Cost** estimates
 - Win **theme**



Getting the Prime's Attention

- ☐ **Opportunity-driven approach**
- ☐ **Research first!**
 - Check company web sites
 - Talk to contacts
 - Read the government and technology journals
 - Know “hot buttons”
 - Attend government industry days and focused events
 - Understand what the prime does!!!!
- ☐ **Prepare “elevator” speech but cater it to organization and/or company**
- ☐ **Prove real interest**
 - **Follow through on actions and requests!**
 - Be responsive
 - Show enthusiasm!

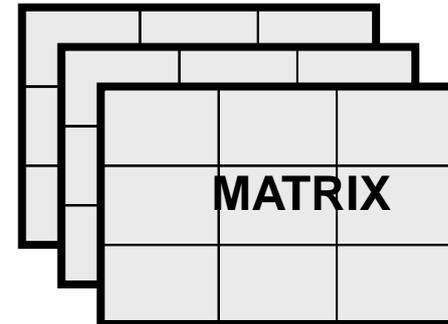
Do your homework first!



Steps to Successful Teaming

- **Focus on a customer area – narrow it down...**
 - Map out contract opportunities – recompetes, new opportunities, etc.
 - Do you know the customer? Do you know how to obtain information?
- **Timing – teaming way ahead of the deal (18-24 months out)**
 - Working on next year and beyond
 - Know who you are talking to? Understand roles of:
 - Capture Managers
 - Program Managers
- **Be prepared for discussions**
 - Read and understand the opportunity and where you can bring value
- **RFP requirement and your fit — tell us:**
 - Related niche or capability areas
 - Related past experience

- Customer knowledge and experience
- Why your company?
- Why are you seeking out this Prime to team?



- **Make sure you are registered with the Prime (if applicable)**
 - For example: Go to the Partners Page at www.gdit.com/sb

Key to Teaming - Be proactive and selective in your marketing efforts!

Closing the Deal – Getting on the Team

- **Know the contracting details**
 - NDA / TA / Attachments (SOW)
- **Ask about the decision making process / selection process**
 - Internal Prime discussions
 - Meetings with small businesses
 - Database searches
 - Teaming decision authority
- **Basis for teaming decisions – Why this company? Why this individual?**
 - Behind the scenes discussion
 - Value brought to the table
 - Thought process behind selection
- **Understand what you bring to the Prime**
 - Be able to cite reasons
 - Differentiators / Value
 - Relationships /Support
- **If you are late to the table - get your hands on the RFP!**
 - Approaching the prime after they win



Our Database Provides Teaming Partners

- Go to the Partners Page at www.gdit.com/sb
- Click on “**Register Your Company**” and Register (this is a General Dynamics central registration site, visible to all General Dynamics)
- **INCLUDE:**
 - **Descriptive capability keywords**
 - E.g.: Network engineering, not IT
 - Not: See attached brochure
 - **Specific customer areas**
 - E.g.: DOD/Navy/NAVSEA/NUWC not Federal Government
 - Upload **corporate briefings** and other capability documents – **highly recommended**

This Database is searchable – we use it to find teaming partners!

AbilityOne Involvement and Efforts

- ☐ **Participation in AbilityOne (AO) events and presentations – meet AO organizations**
- ☐ **Included AO organizations on Contract and Task Order teams**
- ☐ **Internal awareness and education training:**
 - AO presentations: General Dynamics Small Business Committee, HR, capture and business development managers
 - Internal small business training
- ☐ **General Dynamics IT - Intranet has AO information page and contacts**
- ☐ **Success story: General Dynamics Gulfstream**
 - \$1.2M-2M annually with the two agencies; increasing over last 15 years
 - Ongoing training assistance to meet strict quality standards
 - *Goodwill Industries (G-FORCE)* produces insulation blankets for aircraft; Gulfstream provides raw materials, training & partial equipment for processes. G-Force employs over 100 people for various Gulfstream tasks. Also have vet and service-disabled vet employment initiative.
 - *Quantum Industries (Coastal Center for Developmental Services)* - produce wiring harnesses for aircraft. Employ 40 people for Gulfstream tasks.

Conclusion

- **Winning (with or without a Prime) is “brain surgery” & “rocket science” rolled together...it’s **not easy****
- **Focus, FOCUS, FOCUS – opportunity driven approach**
- **Understand Government business, contracting and rules of engagement**
- **Attack Needs – discuss solutions, not just capabilities**
- **Fit in – Primes processes, tools & interests**
- **The five P’s**
 - **Plan** your strategy and approach
 - **Prepare** and implement your action plan
 - Stay **persistent** in your efforts
 - Remain **patient** with time
 - Practice **proactive** marketing
- **Prior Planning Prevents Poor Performance**

GO WIN!

Contact Information

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General Dynamics Sectors

Information Systems and Technology:

<http://www.gd.com/business-groups/information-systems-and-technology/index.cfm>

Aerospace:

<http://www.gd.com/business-groups/aerospace/index.cfm>

Marine Systems:

<http://www.gd.com/business-groups/marine-systems/index.cfm>

Combat Systems:

<http://www.gd.com/business-groups/combatsystems/index.cfm>

Thanks! Questions?



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